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Howell L. Fuller  
(1900-1981)  
John B. Shultz  
(1912-1975)  
Francis M. Smith  
(1910-2004)

## FAX COVER SHEET

FAX #: (571) 273-8300

TO: Mail Stop AE, U.S.P.T.O.  
Examiner Raquel Alvarez, T.C./AU: 3622

FROM: Jeffrey A. Proehl Christine K. Lillo  
Kay Marshall X DeniseMoani Nelson

RE: Appln. No. 09/472,666 Filing Date: December 27, 1999  
Applicant: Keith C. Thomas

Enclosed:

Response Under 1.116

Total Number of Pages (Including cover sheet): 18 (Please call us as soon as possible if you do not receive all pages).

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I hereby certify that this correspondence is being facsimile re-transmitted to the Patent and Trademark Office to 571-273-8300 on March 3, 2006.

  
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John B. Shultz  
(1912-1975)  
Francis M. Smith  
(1910-2004)

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TO: Mail Stop AF, U.S.P.T.O.  
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RE: Appln. No. 09/472,666 Filing Date: December 27, 1999  
Applicant: Keith C. Thomas

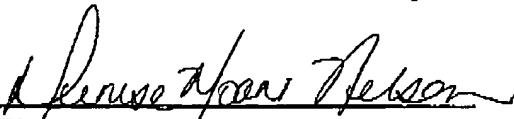
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DeniseMoani Nelson

Appn. No. 09/472,666  
Amendment dated February 28, 2006  
Reply to Office Action mailed December 6, 2005

MAR 03 2006

**RESPONSE UNDER 37 CFR 1.116**  
**Expedited Procedure--Examining Group Art Unit**

Attorney's Docket No. 25-0095/30029  
Client's Docket No. P1485US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Appln. No. 09/472,666 )

First Named Applicant: KEITH C. THOMAS )

Filed: 12/27/1999 )

For: METHOD AND MEDIA FOR VIRTUAL )  
PRODUCT PLACEMENT )

TC/A.U.: 3622 )

Examiner: Raquel ALVAREZ )

Attorney: Jeffrey A. Proehl )

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

**RESPONSE UNDER 1.116**  
**Expedited Procedure--Examining Group Art Unit**

Sir:

In response to the Final Action mailed December 6, 2005, and in order to place this case in condition for immediate allowance or in better form for appeal, applicant hereby requests the entry of the following amendment to the application:

**Amendments to the Specification:** None.

**Amendments to the Claims:** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Drawings:** None.

**Remarks/Arguments:** begin on page 12 of this paper.